



Project InCiTE: Concept Paper

What is a Project InCiTE Concept Paper?

A Project InCiTE Concept Paper is the composite summary of your project idea as it is planned and designed for implementation. It is the basic set of information that will be used for your May 2010 Project InCiTE “Showcase”.

What information does the Project InCiTE Concept Paper include?

It will contain the types of information that potential funders request for evaluation and decision-making. These include:

Goals: *What are the goals you have in mind for your proposed project? What is it that you want your project to achieve?*

- Need for Proposed Project
 - Mission
- Project Objectives
 - Impact
- Target Audience(s)

Content: *What content (knowledge, experience, feelings, relationships, etc.) will participants experience in order to support and promote these goals?*

Methods: *What methods of implementation will provide the most engaging experience for the participants to engage with the content so they can integrate it into their lives in ways that are meaningful to them?*

- Project Design/Description
 - Solution (if your project idea is in response to a problem)
 - Fit within organization
 - Relationship to other “projects” and “initiatives”
 - Challenges to implementation
 - Milestones of implementation

- Partnerships
 - Participants/Collaborators & their expertise
- Marketing, Advertising, Recruiting (and Selection, if applicable)
- Evaluation
 - How you plan to assess if objectives have been met
 - Success criteria
 - Measurement
- Budget
- Bio and Background Information
 - Personal Belief/Vision Statement
 - Key Staff involved in Project

What is the suggested process for creating my Project InCITE Concept Paper?

Creating your Concept Paper is an iterative process of writing, gaining-feedback, and enhancing. Your coach will work with you to determine the best sequence of activities for this process.

What skills do I need to create my Concept Paper?

- Project Development skills
- Writing skills [Proposal Writing skills]
- Organization skills (e.g., categorizing)
- Data collection skills
- Analysis and synthesis skills

How can my coach help me with this?

Your coach has the experience and tools to help you with the following:

- Determining approach to creating your Concept Paper
- Creating a timeline for creating your Concept Paper in a manner that includes sponsor and organizational support
- Providing coaching to develop needed skills
- Individualizing his/her support to your particular needs
- Sharing “Israel” and “Jewish Peoplehood” related content and experiences

This will be an iterative process where you and your coach raise questions, collect data, share aggregate information, and review in a productive manner that move you forward. It may at times feel labor intensive; yet, it will be a highly generative and productive process.